

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 1. (Currently amended) A computer-implemented method of evaluating
2 sales leads stored in a data source, the method comprising:

3 forwarding, from a source computer system, information that configures [[a]] one
4 or more destination computer systems to display a first graphical user interface allowing [[a]]
5 one or more users of the one or more destination computer systems to define [[a]] data formats
6 indicative of potential sales leads in [[for]] the sales leads stored in the data source ~~and select at~~
7 ~~least one of a database option and a spreadsheet file option presented by the first graphical user~~
8 ~~interface for the data source, the data format indicative of potential sales leads including at least~~
9 ~~a first name, a last name, and an email address;~~

10 receiving, at the source computer systems, information provided by a user of a
11 destination computer system via the graphical user interface specifying a data format indicative
12 of a first group of potential sales leads in the sales leads stored in the data source, the data format
13 defining a plurality of attributes including at least a first name attribute, a last name attribute, and
14 an email address attribute, each attribute formatting data associated with the sales leads stored in
15 the data source according to the data format for the first group of potential sales leads;

16 forwarding, from the source computer system, information that configures the one
17 or more destination computer systems to display ~~a second~~ the graphical user interface allowing
18 [[a]] the one or more users of the one or more destination computer systems to define a plurality
19 of rules that operate on attributes of data formatted according to the data formats indicative of
20 potential sales leads in the sales leads stored in the data source to assess an individual quality of
21 [[the]] each potential sales lead[[s]];

22 receiving, at the source computer system, a plurality of rules provided by the user
23 of the destination computer system via the graphical user interface that operate on the plurality of

24 attributes of the data format to assess an individual quality of each individual potential sales lead
25 in the first group of sales leads, wherein each rule in the plurality of rules defines:

26 information indicative of at least one attribute in the plurality of attributes
27 ~~of the data format[[ted]] according to the data format on which the rule operates,~~

28 information indicative of an expression ~~that defines a type of test that will~~
29 to be applied to data associated with the sales leads stored in the data source corresponding to the
30 at least one attribute, and

31 information configured to assess a value to be added or subtracted to a
32 score representing the individual quality of each potential sales lead based on an evaluation of
33 the data associated with the sales leads stored in the data source corresponding to the at least one
34 attribute with the expression of the data satisfied by the rule;

35 forwarding, from the source computer system, information that configures the
36 destination computer system to display a third graphical user interface allowing a user of the
37 ~~destination computer system to map receiving, at a computer system, information mapping data~~
38 identifying a plurality of sales leads from the selected data source to the plurality of attributes of
39 the data format;

40 executing, with the computer system, the plurality of rules on the mapped data to
41 produce a set of analyzed data, ~~the set of analyzed data including that allows evaluation of~~
42 ~~potential sales leads according to the score for each potential sales lead indicating the individual~~
43 ~~an overall assessed quality of each potential sales lead in the first group of potential sales leads~~
44 ~~mapped data, and~~

45 depending upon an outcome of the execution of the plurality of rules, generating
46 with the computer system information sorting the analyzed data into at least a first bucket in
47 which the mapped data passed ~~each of a selected one or more of~~ the executed plurality of rules
48 and a second bucket in which the mapped data failed to pass ~~each of the selected one or more of~~
49 the executed plurality of rules.

2. (Canceled)

1 3. (Original) The method of claim 1 wherein the data source is a
2 heterogeneous data source.

4. (Canceled)

1 5. (Original) The method of claim 1 wherein the plurality of rules that can
2 be defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic
3 validation rules and numeric operator-based rules.

1 6. (Canceled).

1 7. (Currently amended) The method of claim [[6]] 1 further comprising,
2 after executing the plurality of rules, ranking data from the set of analyzed data according to its
3 score.

8. (Canceled)

1 9. (Currently amended) A computer-implemented method of evaluating
2 sales leads stored in a data source, the method comprising:

3 forwarding, from a source computer system, information that configures a
4 destination computer to display a ~~first~~ graphical user interface allowing a user of the destination
5 computer to define [[a]] data formats indicative of potential sales leads in [[for]] the sales leads
6 stored in the data source ~~and select at least one of a database option and a spreadsheet option~~
7 ~~presented by the first graphical user interface for the data source, the data format indicative of~~
8 ~~potential sales leads including at least a first name, a last name, and an email address;~~

9 receiving, at the source computer systems, information provided by the user of the
10 destination computer system via the graphical user interface specifying a data format indicative
11 of a first group of potential sales leads in the sales leads stored in the data source, the data format
12 defining a plurality of attributes including at least a first name attribute, a last name attribute, and
13 an email address attribute, each attribute formatting data associated with the sales leads stored in
14 the data source according to the data format for the first group of potential sales leads;

15 forwarding, from the source computer system, information that configures the
16 destination computer system to display ~~a second~~ the graphical user interface allowing [[a]] the
17 user of the destination computer system to define ~~a plurality of~~ rules that operate on attributes of
18 ~~data formatted according to the data formats~~ indicative of potential sales leads in the sales leads
19 storing in the data source to assess an individual quality of [[the]] each potential sales lead[[s]];
20 receiving, at the source computer system, a plurality of rules provided by the user
21 of the destination computer system via the graphical user interface that operate on the plurality of
22 attributes of the data format to assess an individual quality of each individual potential sales lead
23 in the first group of sales leads, wherein each rule in the plurality of rules defines:
24 information indicative of at least one attribute in the plurality of attributes
25 ~~of the data format[[ted]] according to the data format on which the rule operates,~~
26 information indicative of an expression ~~that defines a type of test that will~~
27 ~~to be applied to data associated with the sales leads stored in the data source corresponding to~~ the
28 at least one attribute, and
29 information configured to assess a value to be added or subtracted to a
30 score representing the individual quality of each potential sales lead based on an evaluation of
31 the data associated with the sales leads stored in the data source corresponding to the at least one
32 attribute with the expression of the data satisfied by the rule; and wherein the plurality of rules
33 include spatial rules, pattern-based rules and electronic validation rules;
34 mapping, with a computer system, data identifying a plurality of sales leads from
35 the selected data source to the plurality of attributes of the data format; [[and]]
36 executing, with a computer system, the plurality of rules on the mapped data to
37 ~~score the mapped data and~~ produce a set of analyzed data usable to assess the individual quality
38 of each potential sales leads in the first group of sales leads ~~data source, the set of analyzed data~~
39 including the score for each potential sales lead indicating the individual quality of the potential
40 sales lead; and
41 depending upon an outcome of the execution of the plurality of rules,
42 generating information with the computer system sorting the analyzed data into at least a

43 first bucket in which the mapped data passed each of the executed plurality of rules and a second
44 bucket in which the mapped data failed to pass each of the executed plurality of rules.

1 10. (Original) The method of claim 9 further comprising, after executing the
2 plurality of rules, allowing a user to rank data from the set of analyzed data according to its
3 score.

11. (Canceled)

1 12. (Previously Presented) The method of claim 9 wherein the plurality of
2 rules include age/lineage rules and numeric operator-based rules.

1 13. (Currently amended) A system for evaluating contacts stored in data
2 sources, the system comprising:
3 a network;
4 a set of one or more computers coupled to the network;
5 a data source accessible to the set of computers over the network, the data source
6 being one of a database and a spreadsheet file;
7 a first computer-readable medium configured to store a user interface component
8 executed by a computer and configured to allow one or more users of the computer to:

9 define [[a]] data formats indicative of potential sales leads in [[for]] the
10 contacts stored in the data sources ~~and select at least one of the database and the spreadsheet file~~
11 ~~for the data source~~, [[the]] a data format indicative of a first group of potential sales leads in the
12 contacts stored in the data sources including a plurality of attributes including at least a first
13 name attribute, a last name attribute, and an email address attribute, each attribute formatting
14 data associated with the contacts stored in the data sources according to the data format for the
15 first group of potential sales leads;

16 define a plurality of rules that operate on attributes of data formatted
17 according to the data formats indicative of potential sales leads in the contacts stored in the data
18 sources to assess an individual quality of of the each potential sales lead[[s]]; wherein each rule

19 in [[the]] a plurality of rules associated with the data format for the first group of sales leads
20 defines:

21 information indicative of at least one attribute in the plurality of
22 attributes of the data format[[ted]] ~~according to the data format on which the rule operates,~~
23 information indicative of an expression that defines a type of test
24 ~~that will~~ to be applied to data associated with the sales leads stored in the data source
25 corresponding to the at least one attribute, and

26 information configured to assess a value to be added or subtracted
27 to a score representing the individual quality of each potential sales lead based on an evaluation
28 of the data associated with the sales leads stored in the data source corresponding to the at least
29 one attribute with the expression of the data satisfied by the rule; and

30 map data identifying a plurality of contacts from the data source to the
31 data format; and

32 a second computer-readable medium configured to store a rules engine
33 component executed by one or more computers in the set of computers and configured to execute
34 the plurality of rules on the mapped data to produce a set of analyzed data ~~that allows evaluation~~
35 ~~of potential contacts according to usable to assess the individual an overall assessed~~ quality of each
36 potential sales lead in the first group of potential sales leads mapped data, the set of analyzed
37 data including the score for each potential sales lead indicating the individual quality of the
38 potential sales lead, the rules engine being further configured to sort the analyzed data into at
39 least a first bucket in which the mapped data passed each of the executed plurality of rules and a
40 second bucket in which the mapped data failed to pass each of the executed plurality of rules.

1 14. (Canceled).

16. (Canceled)

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